

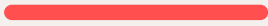
LEJLA UNGER

laianorth.com

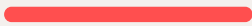
SKILLS

OK GOOD GREAT

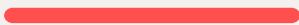
Conduct Design Sprint



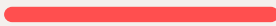
Visual mockups



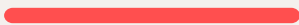
Wireframing



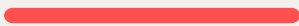
Prototyping



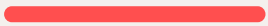
User research



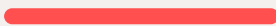
User personas



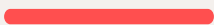
Style guides



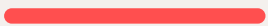
Agile methodology



HTML / CSS



SKETCH / INVISION



PERSONALITY

Friendly, open, positive,
honest, team-player

EDUCATION

2006 - 2008

BACHELOR'S DEGREE

Interaction Design
Nackademin,
Stockholm, Sweden

2003 - 2006

Graphic Design &
Communication
Gislaveds Gymnasium,
Sweden

LANGUAGES

Swedish Native
English Native
Bosnian Native
German Working proficient

MORE THAN 15 YEARS OF EXPERIENCE IN DESIGNING FOR PEOPLE & WORKING AGILE

Being highly driven and focused, I love delivering the best service design solutions for users and clients. I have a user-centered mindset and love creating extraordinary products that people from around the world can enjoy using, especially if the projects are complex. My way of working is very collaborative, whether it's with other designer, executives or developers. I love listening to others' reasoning, go in-depth on heavy topics or small details as well as quick iterations of ideas.

10/2017 - 03/2021 SENIOR INTERACTION DESIGNER, IDEAN

Driving the best quality for user experience and research.
Responsible for large projects & working closely with some of the largest car brands and logistics companies in the world.
Focus on design coherence, user experience and service design.

04/2016 - 06/2017 PRODUCT RESEARCHER, NEWSTORE

Design quantitative studies, including surveys, observation, interviews, and remote and in-person usability studies.
Responsible for consumer-, brand- and retail research for an exceptional end-to-end experience. Working closely with product- and business teams communicate research findings to the entire company. Design and conduct qualitative studies, including field observation, interviews, and remote and in-person usability studies.
Design quantitative studies, including surveys.

06/2015 - 12/2015 LEAD DESIGNER, ALLY

Leading a team of designers and driving the best quality for user experience and visual design for iOS, Android, and Web.
Close collaboration with CPO, development, marketing and data teams.
Focus on user testing, design coherence and rapid development.

08/2011 - 06/2015 SR. VISUAL DESIGNER, HERE, A NOKIA COMPANY

Responsible for the visual design of HERE app for Android.
Visual design for Wearables and SmartWatches.
Working closely with developers and PO's within tight schedules while developing the product's transit and car navigation solutions.
Leading the localization process
Responsible for worldwide release of Windows Phone and Symbian apps.
Wireframing, rapid prototyping and user testing.
Working closely with the branding team insuring complete alignment.

08/2010 - 08/2011 UX DESIGNER, NOKIA

Analyze and creation of innovative and intuitive user flows & marketing.
Designing formats for research results, communication and analytics.
Visualization of info graphics, dashboards, presentations, communication.
Extraction and documentation of behavioral usage.

06/2009 - 08/2010 TECHNICAL SERVICE MANAGER, NOKIA

Front-end development and design of Nokia Music Store.
Responsible for localization of the Nordic online stores.
UX & UI design and implementation of social media, campaigns, and development of material using Flash (Actionscript).
Gathering and driving consumer feedback improvement.

06/2008 - 06/2009 WEB DESIGNER, 7BILLION AB

Web design & development with focus on social media.
UX & UI design of websites like communities and blogs using Adobe, CMS & .Net